1 Yes. Okay. When did you get into the directory 2 3 publishing business, sir? In 1986. 4 5 1996? 6 186. 7 Q 186. I'm sorry. Now, you've been publishing directories then 8 continuously. I assume -- and please correct me if 9 I'm wrong -- for some 10, going on 11 years now; is 10 11 that correct? 12 That's correct. 13 Have you utilized BellSouth's DPDS service or equivalent during that entire 10- or 11-year time 15 frame? 16 No, I have not. What sources did you use when you didn't use 17 18 BellSouth's information? 19 Their directory on the street. 20 Nothing else? 21 We had customers who called in and said "My listing is incorrect. Would you make sure it's corrected." We had customers that call in and say, "I wasn't in the last book. Would you make sure I'm included in this book." We have other sources that we

had that are just a very infinite number, but we used other sources to include them in our directory. 2 3 So there were several other sources other than BellSouth's DPDS service that you utilized to 4 5 compile your directories? Yes, there are. But the number of listings 6 7 compared to those that BellSouth has was so negligible; it's less than probably a half of 1%, so 8 9 it's not significant. 10 Now, you state in your testimony that the Q independent directory publishers do not want to 11 provide directory assistance. Is that still true? 12 13 To my knowledge, yes. 14 Can we agree there is a difference between 15 publishing a directory and providing directory 16 assistance? 17 Yes, there is a difference. 18 Now, I believe your testimony also states Q that you would like the ability to publish a directory 19 in a electronic format; is that correct? 20 21 Yes, if that was feasible. Can I clarify something about the term "electronic format." 22 23 Please do.

sample in some discussions somewhere as an alternative

The word "electronic format" was used as a

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to the traditional printed directory. And somehow it just stuck as the alternative source.

- Q I thought you were going to answer my next question but I'll ask it. Could you define for us what you mean when you say "electronic format"?
- A Electronic, I mean, if anyone has access to information in this electronic day and time it could mean through computer; it could mean through interactive TV, radio, whatever. I don't know.

 Interactive audio systems of information. A lot of times -- I know there's talk right now about -- even BellSouth, I think, has done this in some markets where you have a CD ROM that supplements the printed directory. I think you tested that in Raleigh, North Carolina. We don't want to be limited. We'd like to pursue those things if necessary. But not all markets justify having an additional type of format.

 Sometimes you need a larger market to justify getting into it.

CHAIRMAN JOHNSON: Mr. Horton, not to interrupt you -- BellSouth -- Mr. Horton, there's a gentlemen that is passing notes to your witness there and I'm a bit uncomfortable with that. The gentlemen was not sworn and I don't think he's a part of the proceeding.

1 MR. HORTON: We'll take care of that. 2 COMMISSIONER DEASON: Thank you. 3 UNIDENTIFIED SPEAKER: My apologizes. 4 MR. KITCHINGS: May I proceed, Madam 5 Chairman? 6 CHAIRMAN JOHNSON: Uh-huh. 7 COMMISSIONER CLARK: Let me interrupt just a 8 minute. 9 One of the things you are concerned about in the Prehearing Order is you don't want to be limited 10 11 in how you can publish this directory. And as I understand it the tariff limits you to a printed 12 13 directory or CD ROM. 14 That's correct. WITNESS SCREVEN: 15 COMMISSIONER CLARK: Would you be very specific as to what else you want? 16 17 WITNESS SCREVEN: Commissioner Clark, it's hard to be specific on this at this point. 18 19 What we don't want is if new technology was available to us or new ideas for the development of 20 subsequent products, we don't want to have limitations 21 imposed on us that we have to come back to this type 22 of forum in order to implement those things as 23 technology develops. And as you know it is developing 24

rapidly today. And that's all we ask is don't impose

limitations on us.

question: Is it feasible to have -- and this may illustrate my lack of sophistication -- a Web Page that you would go to, or a database, that you could go to through your computer and you would start at your Web Page and then through the Web Page you would have access to a directory?

WITNESS SCREVEN: Yes, ma'am.

COMMISSIONER CLARK: Is that something you want to do?

WITNESS SCREVEN: Yes, ma'am.

COMMISSIONER CLARK: And you believe it's prohibited now.

WITNESS SCREVEN: Yes, ma'am.

COMMISSIONER CLARK: Okay.

witness screven: And the method -- if I might, the method by which we would put it on the Web, on the Internet as a Web Page, might be an actual transfer of that data from our database electronically onto that, or base that in the service provider where people can access that the way Bell does it now, is by housing the information with our service provider.

MR. KITCHINGS: May I proceed?

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COMMISSIONER CLARK: Uh-huh.

Q (By Mr. Kitchings) Mr. Screven, I'd like to explore that a little bit further.

In your direct testimony on Page 5 at Line 5 you use the Internet as an example of what you would like to offer through your directory publishing. Is that still correct? Or you give that as a sample of what would be perhaps utilized in electronic format. Is that still something you'd like to do?

A Yes.

- Q Can you briefly, sir, walk us through how a user of that particular service would access it, and what they would have to do in order to find what they were looking for?
- A No, sir, I could not. I have -- even though I have a working knowledge, it's enough just to be confusing if I have to explain it on the process so I would rather not go into that. I don't know technically how it's done.
 - You just know you want to offer it.
- A No. I just know that I don't want the limitations imposed on me that would preclude me from offering it if I so desired.

COMMISSIONER GARCIA: Without getting too technical, just give me an understanding of what those uses would be, without what you need it for, that

information.

WITNESS SCREVEN: In addition to any printed materials?

COMMISSIONER GARCIA: Yeah.

Commissioner Garcia, is offer the Internet as an example. I don't have any real specific alternatives right now. And I know that there are things that people are looking at as alternative sources of this information to be published and delivered, whether it be on CD ROM or on the Internet or whatever, those are the only examples I know of that are feasible today that are being utilized.

MR. KITCHINGS: Thank you.

Q (By Mr. Kitchings) We agreed earlier,
Mr. Screven, did we not, that at least for today
there's a difference between directory assistance and
directory publishing, didn't we?

A Yes.

Q And you'd still agree that that is a distinction that the publishers are willing to abide by. In other words, you have to desire to get into directory assistance.

A That's correct. We have no desire to do that.

Q So if this Commission were to decide through this proceeding what constitutes a directory and what constitutes directory advertising, you would abide by that decision and not utilize information for directory assistance purposes?

A No, sir, I could not do that because I don't know what they would decide is the directory advertising definition.

Q Okay. So you would not agree necessarily then that the directory publishers want to just publish directories. There's a possibility you might want to get into directory assistance?

A Now, sir, that's not what I said. We would not blanketly agree to some unknown definition, a statement at this time without knowing what it was ahead of time.

Q Mr. Screven, there's a difference between a published directory in printed format and one that is available in electronic format. Can we agree with that statement?

A Yes.

Q Is there a differential in what you charge for advertising in a printed directory as opposed to what you charge in a electronic format?

A I'm not sure I can answer that because I've

not done that so I don't know if there's a difference. 2 Perhaps BellSouth knows. I don't know. 3 I'm asking about your directory, sir, not BellSouth's. You don't publish anything in electronic 4 5 format today? 6 No, we are prohibited right now. 7 You can do so in CD ROM even by today's Q 8 tariff, can you not? 9 Yes, but I don't do it at this time. 10 You don't do that at this time. And you are aware, sir, in data request responses BellSouth stated 11 12 that diskette was the same as CD ROM in terms of our 13 tariff. Have you seen a data request response? 14 You mean the discovery? 15 Q Yes. 16 A Yes, I've seen that. 17 And you don't publish a directory on Q 18 diskette right now either, do you? 19 I don't know what you mean by "get." 20 Q Diskette. 21 On diskette. No. No, we don't know. So the only type of directory you publish 22 23 today is in printed form? 24 That's correct. 25

You don't know today whether you would

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charge a different rate for advertising in electronic media as opposed to what you would charge for printed media; is that your testimony? I have no idea. Last couple of questions, Mr. Screven. Q I believe you stated in your testimony that the independent directory publishers in Florida do not currently subscribe to the WBAR service; is that accurate? I'm not sure. Do you have a copy of your testimony in front of you? Yes. Turn your attention to Page 8 of your direct testimony, Line 18, and ask you to take a look at that. A Page 8. Okay. I've read that. Okay. Can we agree that your testimony is that Florida Independent Directory Publishers do not currently subscribe to WBAR in Florida? None that I know of.

- Q Okay. Are you aware, sir, that BellSouth has, in fact, four WBAR customers in Florida?
- A No, I'm not.

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Q Are you aware that two of the four members

of your group that is listed in response to your data request that you purport to represent here today?

- A No, I'm not.
- Q Does that surprise you to know that they are, in fact, subscribers to DPDS?
 - A Not at all.
 - Q Why?

- A That's their decision. I have no influence in any shape, form or fashion as to what they decide to do. That is a business decision they have made.
- Q Yet you purport to represent their interests here today and are asking for services that are somewhat different than WBAR, do you not? (Pause)
- A I purport that I am speaking as an independent publisher in the state of Florida that has discussed with other publishers in the state of Florida, not all of them directly, this issue. And that I whatever we're representing here and whatever we can accomplish, they agree to and it is in their best interest if we can prevail, yes.
- Q Mr. Screven, can we agree that any changes that are ordered from this proceeding that affect WBAR, that those changes are going to impact the way that BellSouth's four subscribers to that service receive that service today?

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1	A I'm not sure I can agree because I don't
2	know the effects it would have to BellSouth.
3	Q I'm not asking for the effects it has on
4	BellSouth, sir. I'm asking you can we agree as to the
5	four subscribers of that service if this Commission
6	were to order changes to WBAR, can we agree that the
7	data received by those four customers is going to
8	change?
9	A I believe that's probably true, yes.
10	Q Thank you.
11	MR. KITCHINGS: Madam Chairman, if I might
12	have just a moment, I think I'm finished with my cross
13	examination. (Pause)
14	COMMISSIONER CLARK: While he's doing that
15	may I ask a question? First of all is it Mr. or
16	Ms. Juneau?
17	MR. CARVER: Mr. Juneau.
18	COMMISSIONER CLARK: I guess we need to make
19	that correction in your I guess it's the rebuttal
20	testimony.
21	You indicated there were some cost figures,
22	and I think you said you spend 4 cents for each entry
23	and it costs BellSouth .006. Is that what you said?
24	WITNESS SCREVEN: .003, 3 mills.
25	COMMISSIONER CLARK: Where is that in your
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testimony? 2 I think it's on the WITNESS SCREVEN: interrogatory responses -- (Pause) -- it's on Page 3 3 of Staff's Set of Interrogatories, numbers 18 through 30, to the Florida Directory Publishers, and it's on 6 Page 3. 7 MR. HORTON: It's also on Page 10 of his 8 direct testimony. WITNESS SCREVEN: I see what you're saying in this answer. Excuse me. COMMISSIONER CLARK: For the base information I guess -- is DPDS what you get each year? 12 WITNESS SCREVEN: Yes, ma'am. COMMISSIONER CLARK: And that costs you 4 cents a listing; is that correct? 15

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WITNESS SCREVEN: That's correct.

COMMISSIONER CLARK: And the WBAR, you get the new information, is that correct, on business listings?

WITNESS SCREVEN: Yes, ma'am.

COMMISSIONER CLARK: And you pay .00 -- or you pay .006 for those listings.

WITNESS SCREVEN: Not just for the listings that are updated, Commissioner. We pay .006 for every single listing in that central office file, including

residential. That's where the bundling comes in that they -- to give you a example --

COMMISSIONER CLARK: Okay. I understand that. But what I'm trying to understand is the DPDS is something you get on a yearly basis. And what is that? Do you buy it on a central office basis?

WITNESS SCREVEN: Either the central office or prefixes, yes.

commissioner clark: And then the update is -- so you get all new information on all -- you get every listing in a central office with the DPDs and you pay 4 cents for each listing; is that correct?

WITNESS SCREVEN: Yes.

COMMISSIONER CLARK: Okay, then the YBAR (sic) you get all of the information for a central office or prefix for business lines and you pay .006?

WITNESS SCREVEN: We don't get all of the information. The rate is just based on all of the listings. All we receive is the changes, the business activity.

commissioner clark: All right. In your opinion -- I guess I was not clear as to whether or not you want to get what BAPCO is getting. I think the testimony of Mr. Juneau was that there were no takers for what BAPCO was getting.

what BellSouth offered and purported to be what BAPCO got in the format that they offer it. And our problem was with the format and the rates, not the information.

COMMISSIONER CLARK: Well, let me ask it a different way: Is it your testimony it would be acceptable to you to get the same updated information on a daily or monthly basis that BAPCO gets and in the same format?

WITNESS SCREVEN: I can't agree to that because I'm not 100% sure of the format they gave it to at BAPCO.

my confusion is. On the one hand you say you want what they are giving BAPCO and on the other hand you say you don't know what they are giving BAPCO and I'm just trying to figure out --

WITNESS SCREVEN: I think the confusion,

Commissioner, is based on -- we've had problems

reading tapes we get from Bell right now on that. And

deciphering all of the information and the cumbersome

format and the amount of data that is not beneficial

to us involved in the tapes that we currently buy from

them. And we don't know what type of information --

and I'm sure there's a lot more of that information that is transmitted to BAPCO on a daily basis, but it's not in that volume. All we want is just reasonable access to that same information so we can utilize it for the publishing of directories. And we're kind of at a disadvantage because we don't know for sure what format and how BellSouth would offer this.

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COMMISSIONER CLARK: You were asked a question on telemarketing. Do you sell your directories or information to telemarketers?

WITNESS SCREVEN: No, ma'am.

CHAIRMAN JOHNSON: Let me follow up on one of those questions.

You stated that WBAR was more than just business customers. I thought your testimony suggested that WBAR was limited to business customers.

witness screven: That's the confusing part on this, Commissioners, is that the information is only business activity, but the rate is predicated on the entire database.

As an example, if there are 100,000 people in that database and we order the business activity report and say there were only 500 business activity reported in that monthly basis, we're not charged

.006 for the 500; we're charged .006 for the 100,000 listings which equates to \$600, or a \$1.25 per listing for the 500 we net out of it. And that's the basis that there's been a tremendous amount of confusion around here by the way Bell has structured their pricing on that service.

CHAIRMAN JOHNSON: Run that one by me again.

I'm looking at the testimony here on Page 10.

So you said in a central office with 100,000 customers you would pay the .006 per listing everytime the WBAR as obtained. I guess my confusion was I was assuming that the 100,000 customers would all be business customers, and you're saying it would be all of the customers in that particular central -- all of the customers, period.

WITNESS SCREVEN: Yes, ma'am. That's what the rate is based on.

CHAIRMAN JOHNSON: Okay. Thanks. Go ahead I'm sorry.

MR. KITCHINGS: Madam Chairman, I have concluded my cross examination. However, I would like to make a request of a late-filed data request. And what I would request is that we be provided the names of all the directory publishers who are contributing funds to the prosecution of this case on behalf of the

Florida Independent Directory Publishers. 2 The reason we're making this request is we 3 believe there's really a question as to who is really asking for these particular services and I believe Mr. Screven's testimony was that a number of the directory publishers are, in fact, contributing some monetary assistance to this case going forward. 7 8 CHAIRMAN JOHNSON: Mr. Horton. 9 MR. HORTON: I don't have an objection to that. I have to check with the witness as to how 10 11 quickly we can get that information. 12 CHAIRMAN JOHNSON: Okay. Give me a short title for that then. 13 MR. KITCHINGS: "Numbers of Contributors." 14 15 CHAIRMAN JOHNSON: "Numbers of 16 Contributors." 17 MR. KITCHINGS: I should have said "Names of Contributors" instead of "Numbers." 18 19 CHAIRMAN JOHNSON: Did the witness 20 understand the request? 21 WITNESS SCREVEN: Yes, ma'am. I can deliver that to my counsel and he can distribute that. 22 23 CHAIRMAN JOHNSON: Very well. We will mark that is as Late-filed No. 2, Names of Contributors.

(Late-Filed Exhibit 2 identified.)

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1	MR. KITCHINGS: Thank you, Madam Chairman,
2	that concludes my cross examination.
3	MR. HORTON: Madam Chairman, as
4	clarification, you only want the contributors or are
5	you looking for the identification of those who have
6	authorized his appearance, because they may not be one
7	and the same. I assume you want those that have
8	authorized his appearance.
9	MR. KITCHINGS: No, sir. I requested
10	specifically the ones who were contributing funds to
11	this proceeding.
12	CHAIRMAN JOHNSON: Very well. Staff.
13	MR. PELLEGRINI: Chairman Johnson, Staff
14	would like a few moments to review the cross
15	examination requests.
16	CHAIRMAN JOHNSON: Okay. We'll take a
17	ten-minute break at this time.
18	MR. PELLEGRINI: Thank you.
19	(Brief recess taken.)
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21	CHAIRMAN JOHNSON: We'll go back on the
22	record.
23	MR. PELLEGRINI: Yes, Chairman, we're ready
24	to proceed. Chairman Johnson, Staff wishes to have
25	Exhibit GS-2 marked for identification purposes.
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1	CHAIRMAN JOHNSON: I'm sorry. Which
2	exhibit?
3	MR. PELLEGRINI: Exhibit GS-2 which consists
4	of FIDP's responses to Staff's Interrogatories 1, 2
5	and 3.
6	CHAIRMAN JOHNSON: Very good. We will mark
7	that as Exhibit No. 3.
8	(Exhibit 3 marked for identification.)
9	CROSS EXAMINATION
LO	BY MR. PELLEGRINI:
11	Q Good morning, Mr. Screven. My name is
12	Charlie Pellegrini, I'm representing the Commission
L3	Staff.
14	A Good morning, Mr. Pellegrini.
L5	Q Mr. Screven, let me ask you to begin on
L6	Page 25 of GS-2, you list yourself as president of
L7	Direct Media Corporation; is that correct?
18	A Mr. Pellegrini, I don't have before me the
19	document that you're looking at. I need a copy of it
0 20	so I could follow along with.
21	Q It should be there at hand.
22	COMMISSIONER KIESLING: Yes, you do. In
23	that packet. The bottom one in that packet.
24	WITNESS SCREVEN: Thank you.
25	Q (By Mr. Pellegrini) It's the very last

pages of that packet. I can see them from here. All right. I have it. 2 3 On Pages 25 and 26? 4 Yes, sir. And as I said, there you list yourself as 5 Q president of Direct Media Corp; is that correct? 6 7 Yes, sir. That is. 8 Q Are you an officer, director, or owner of any other company involved in the publication of 10 directories? 11 No, sir. I'm not. Let me refer you to Pages 13 and 14 of your 12 Q direct testimony, Mr. Screven. 13 14 All right. I have it. 15 And to Lines 21 and 22 at the bottom, Q continuing through Line 5 on the next page. Lines 21 and 22 on 13, Lines 1 through 5 on 14? 17 18 Yes. 19 All right. Here you propose that BellSouth Q develop a way by which FIDP could daily download new 20 connect information from the Internet; is that 21 22 correct? 23 Yes. 24 And further, your proposal would suggest that this information could be provided in the form of

a bulletin board service; is that correct? 2 Yes. 3 Do you understand that bulletin boards 4 generally allow public access? 5 A Generally, yes. 6 Would you then agree with me that if this information were available of the bulletin board 7 access, that that would conflict with -- well, let me 8 ask you in the first place, do you consider that the information that BellSouth would provide would be 10 proprietary in nature? The listing information? 11 12 I'm not -- I'm not sure that I agree that it's proprietary information. When it's published it's public information and it's not copyrightable, so I don't know what you mean by proprietary. 15 | I simply mean that -- I simply mean to ask 16 Q you whether you think that BellSouth has an ownership 17 interest in that information, apart from copyright 18 considerations or anything else. Simply, do you 19 believe that BellSouth has an ownership or proprietary 20 interest in that information? 21 22 On a very limited basis, yes. 23 What would the limitation be in your mind?

prevent some unauthorized use of the information.

Well, it's some sort of a safeguard to maybe

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2 All right. Then my question is given your
2 agreement that the information is to some extent at
3 least proprietary, if it were available on a bulletin
4 board, would that not represent a conflict to the
5 proprietary nature of that information?
6 A I'm not sure, Mr. Pellegrini, because I'm
7 not sure of the security requirements for a bulletin

A I'm not sure, Mr. Pellegrini, because I'm not sure of the security requirements for a bulletin board, although I know that you can have passwords for access on the Internet or the bulletin board services. I would assume you could do the same thing in this manner.

All right. I'm not quite sure that you answered this question in response to Mr. Kitchings' line of questioning, but let me ask you whether or not an update service was first discussed in the regional negotiations between BellSouth and DPDS customers in the 1994-1995 matter in Louisiana?

A Yes, an update service was discussed.

However, I think the confusing term, Mr. Pellegrini, is the refresh service that was offered. That was a BellSouth term as a supplier of the update service.

Q Did you say that was offered?

A The ultimate offer that BellSouth made as a refresh product was in response to our request for an update service.

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1	Q I understand. Did the results did the
2	Louisiana negotiations between BellSouth and DPDS
3	customers result in the update service that BellSouth
4	subsequently tariffed in Louisiana?
5	A Mr. Pellegrini, I was not privileged, other
6	than just in minor discussions to the negotiations and
7	the ultimate conclusions in Louisiana. However, if
8	the Commission permits, Mr. Hammock here was the
9	primary negotiator involved with that, and he could
10	give you direct testimony if it's necessary.
11	Q Then perhaps you can't answer my next
12	question, which I will ask you anyway. Does the
13	current DPDS tariff in Florida reflect what was agreed
14	to in Louisiana?
15	A I don't think so, but I could be wrong.
16	Q And I think you would agree that in this
17	proceeding FIDP is something that is different from
18	the currently tariffed update service; is that
19	correct?
20	A Yes.
21	Q And just to be clear, would you briefly
22	identify the differences?
23	A Of what we want as opposed to what is being
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Q Of what you want by way of an update service

24 offered?

as opposed to what is currently available in BellSouth's tariff.

A What we need as independent publishers in Florida, or anywhere for that matter, is access to this information which is not available from any other source of subscriber list information to assure timely, accurate and complete information. And what BellSouth has put on the table and is offering does not give us that equal access timely information at a fair and reasonable price.

And some of the problems we have is the bundling of the information, as well the bundling and coattailing of rates on useless and unnecessary information included in the offerings from them.

Q Let me refer your attention to Page 22 of exhibit marked 2 for identification, handwritten 22, which is -- is your Response to Staff's Interrogatory 28a.

CHAIRMAN JOHNSON: Exhibit 3, marked 3?

MR. PELLEGRINI: I'm sorry, 3, yes.

Q (By Mr. Pellegrini) No, no. The exhibit marked 3, which is GS-2.

WITNESS SCREVEN: GS-3?

CHAIRMAN JOHNSON: Let me give that a short title, Response to Staff's Interrogatories.